

**ASB 2023**  
**American Society**  
**of Biomechanics**  
**Annual Conference**

**AUGUST 8 – 11, 2023**  
**KNOXVILLE, TENNESSEE**



**SPONSOR &**  
**EXHIBITOR**  
**OPPORTUNITIES**  
**PACKAGE**

## **Dear Collaborators and Industry Partners,**

It is our pleasure to invite you to support the upcoming meeting – the 2023 ASB Annual Conference – which will be held in Knoxville, Tennessee from August 8 - 11, 2023. This conference by the American Society of Biomechanics will be held at the Knoxville Convention Center in downtown Knoxville. The conference will include presentations of interest to researchers and practitioners in the fields of biomechanics, biomedical engineering, kinesiology, orthopaedics and beyond.

The conference provides an excellent opportunity for companies and organizations involved in these areas to extend their marketing activities and support the conference through its sponsorship and exhibit program. Advertise in the conference program, be an exhibitor and display your product, or have your company's name attached to one of our social events! Full details can be found in this package. We welcome all our previous supporters who have attended our annual meetings, local meetings, supported our members, are currently or have been corporate partners, and so much more.

We look forward to welcoming you to Knoxville in August 2023!

Sincerely,  
Jeff Reinbolt

**2023 ASB Conference Chair**

# What is ASB 2023?

ASB 2023 will bring together biomechanics researchers from the United States and Canada for discussion and exchange of the most cutting-edge knowledge, insights, issues and ideas. ASB stands for the American Society of Biomechanics and ASB 2023 is the society's 46<sup>th</sup> annual conference.

ASB meets annually rotating throughout the United States and we're pleased to host the 2023 conference in Knoxville, Tennessee.

ASB attracts researchers from across the country specializing in biomechanics, engineering and kinesiology, orthopaedics and more. We expect over 900+ delegates to be in attendance in 2023.

# Who is organizing the conference?

The **ASB 2023 Annual Conference** is being organized under the leadership of the Conference Chair Jeff Reinbolt (University of Tennessee Knoxville).

The **Program Committee** is comprised of leading researchers from across the United States to ensure a balanced and thorough program. Led by Program Chair Ross Miller (University of Maryland) and Program Chair-Elect James Finley (University of Southern California).

The overall **conference planning process** is organized by members of the ASB 2023 Conference Committee and the team at Podium Conference Specialists.

# Who attends the conference?

The conference draws leading scientists and researchers in all areas of biomechanics research from all over the United States, including biomechanics, engineers and kinesiologists.

**Past ASB conferences drew scientists and clinicians from the following areas, to name a few:**

- Impact Biomechanics
- Medical Imaging and Analysis
- Occupational Biomechanics and Ergonomics
- Computational Biomechanics
- Orthopaedic & Cardiovascular Biomechanics
- Tissue Engineering and Mechanics
- Sport and Exercise Biomechanics
- Robotics
- Bioengineering and Biomechatronics
- Rehabilitation
- Neuroscience and Motor Control
- Kinesiology
- Neurological, Movement & Musculoskeletal Disorders
- Wearable Technology
- Data Analysis
- Balance and Posture



**WHY SPONSOR?**

# WHY SPONSOR?



Connect with **leading and emerging** researchers, practitioners and clinicians

You will gain exposure, build relationships, develop partnerships and connect with representatives in the fields of biomechanics, engineering and health sciences



Premium **branding & positioning** opportunity

You will reach your target audience and be recognized as a supporter of the conference and its aims. Set your product, service and brand apart from your competitors - guaranteed visibility on printed materials, advertising, and promotions



**Face time** with leading scientists

You will have the opportunity to connect with biomechanics, engineers and kinesiologists to build relationships and form valuable partnerships. Conference registration, marketing opportunities, exhibit booths and networking are among the many benefits associated with sponsoring this conference

# SPONSORSHIP OPPORTUNITIES





# SPONSORSHIP OPPORTUNITIES

Get maximum visibility in the conference program. Choose from the following options:

- Welcome Reception - \$10,000\*
- Conference Dinner - \$10,000\*
- Mobile App Sponsorship - \$4,000\*
- Women in Science event - \$5,000\*
- Student Night out event - \$5,000\*
- Name badge sponsor- \$3,000\*
- Keynote Session - \$2,000 per speaker
- Diversity Lunch - \$2,000\*
- Oral or Symposia Session - \$1,000 per session
- Wi-Fi - \$1,000 per day
- Delegate T-shirts - \$4,000\* + cost of t-shirts
- Coffee Breaks or Lunch - \$1,000 per session
- Audio Visual Sponsorship - \$2,000 per room
- Travel Awards – Variety of opportunities
- Diversity fellowships- \$1,000 each
- Mobile Charging Stations - \$1,500 per station
- Resource Table Item - \$500 per item
- Lanyards - \$1,000\* + cost of lanyards
- Notepads/Pens/Swag - \$500 + provision of items

*\*indicates an opportunity for exclusive sponsorship*

# SPONSOR LEVELS

Based on the value of your selections, you will be assigned a sponsor level as noted below

Level	Free Exhibit Display (including 2 exhibitor passes)	Tickets to the Conference Dinner	Opportunity to Distribute Materials	Multimedia Recognition At the Conference	Sponsor Recognition In E-Communication	Wordmark on Conference Website	Logo in Virtual Conference Program
<b>Platinum</b> \$10,000+	✓	4 tickets	✓	✓	✓	✓ (hyperlinked)	✓
<b>Gold</b> \$7,000 - \$9,999		2 tickets		✓	✓	✓ (hyperlinked)	✓
<b>Silver</b> \$4,000 - \$6,999		1 ticket		✓		✓	✓
<b>Bronze</b> \$1,000 - \$3,999						✓	✓

# HOW TO BECOME A SPONSOR

Should you wish to discuss sponsor opportunities, please contact our Secretariat:

**Michelle Smith**

Podium Conference Specialists

T: +1 250 472 7644

E: [michelle@podiumconferences.com](mailto:michelle@podiumconferences.com)

Fax: 1.250.472.7644

Web: <https://asbweb.org/>

# ADVERTISING OPPORTUNITIES

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## Premier Ad Package 1 - \$2,000 (exclusive)

- Inside Back Cover Ad in Virtual conference program
- Two Mobile App Push Notifications
- Banner Ad with Landing Page in App for duration of conference

## Standard Ad Package - \$1,000

- Full Page Ad in Virtual conference program
- One Mobile App Push Notification
- Banner Ad for one day of conference

### **Please note:**

ASB may not be printing a congress program in 2023, but will have a downloadable, high resolution PDF program and mobile app.

## Premier Ad Package 2 - \$2,000 (exclusive)

- Inside Front Cover Ad in Virtual conference program
- Two Mobile App Push Notifications
- Banner Ad with Landing Page in App for duration of conference

## Value Ad Package - \$750

- Half Page Ad in Virtual conference program
- One Mobile App Push Notification
- Banner Ad for one day of conference

## Additional Options – Mobile App

- App Push Notification - \$75
- Enhanced App Listing - \$250

### **AD SIZES**

#### **FULL PAGE**

trim size 297mm x 210mm  
bleed size 303mm x 216mm

#### **HALF PAGE**

Horizontal 130mm x 178mm

*All advertisements must be submitted as JPEG files prior to June 19, 2023*

*To purchase these opportunities please visit the [ASB website](#)*

# EXHIBIT OPPORTUNITIES

# Why exhibit at **ASB 2023**?



## High Traffic Area

Exhibitors are guaranteed placement in our hugely popular Poster & Exhibitor Hall. It is expected that exhibitors will have premium spots close to food and beverage as well as main traffic throughways.

## Dedicated Face Time

ASB dedicates **significant program time** to posters and exhibitors at the conference, with **2 poster and exhibitor sessions**. All catering is situated in the Hall, providing further face time with attendees

## Country-Wide Network

Attending the ASB conference gives exhibitors access to **leading scientists and clinicians in all areas of biomechanics research** from many states and labs across the United States.

# EXHIBIT OPPORTUNITIES

## Booth Space \$4,000\*

- Back and side draped walls (10' x 10')
- One 6ft long skirted table with two chairs
- Two Expo name badges (additional badges available at \$350 each)
- Acknowledgement and exhibitor profile in the virtual conference program and mobile app
- Acknowledgement on Expo sign on-site
- Complimentary refreshment service during Expo hours
- Electrical outlet to be purchased separately

## Table Top \$2,500\*

- One 6ft long skirted table with two chairs
- Two Expo name badges (additional badges available at \$350 each)
- Acknowledgement and exhibitor profile in the virtual conference program and mobile app
- Acknowledgment on Expo sign on-site
- Complimentary refreshment service during Expo hours
- **Please note pop up banners cannot be placed on either side of table, items may be placed on or behind the table top only**
- Electrical outlet to be purchased separately



*(10' x 10' example image)*



# EXHIBIT BOOKING

To book your booth for the **2023 ASB Conference**, visit our website at [www.asbweb.org](http://www.asbweb.org) and follow the links to the 2023 Conference Sponsor/Exhibitor online booking tool.

Our online registration system will ask you for the following information:

- Company and Contact Information
- Expo Booth Representative Information
- Company Description
- Payment information

Space is limited - book early! Exhibit booths are booked on a first come, first served basis. Reservations without payment will not be considered until payment has been received.